

George Courides

Creative Advertising Professional.

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Advertising is my passion. After over 20+ years, I still wake up every morning loving what I do. From Studio Artist to Art Director to Chief Creative Officer to Managing Partner, I've brought passion and dedication to every role.

I build, lead, and mentor strong departments that produce outstanding creative solutions, and win awards. I satisfy existing client expectations while simultaneously pursuing new business.

Here is what I offer:

- Outstanding work ethic and passion for original creative
- Strong interpersonal and communication skills
- Agility and ability to succeed in a fast-paced environment
- Leader in developing, pitching, and selling new ideas
- Excellent time-management skills
- Collaborative commitment to the team and its needs
- Mentoring others, and discovering and developing the next generation of superstars

I accomplish this all by taking my work seriously and myself lightly, while encouraging others to do the same. It really works.

Pharmaceutical Launch Experience:

- Claritan, Rogaine, Zocor, Pravachol, Norplant Cordorone IV, Copaxone, Absorica, Nordette, Oruvail

Additional Consumer Experience:

- Rogaine, Crizal, Mercedes Benz 190, AVIS, ABC TV

Experience

GreenLite Rx, *Founder*

2015 – Present

- Lead small consulting business comprised of former employees who work part time from home
- Acquired former clients with small budgets who need projects turned around quickly

Sabbatical

2013 – 2015

- Purchased and completely restored 300-year-old farmhouse in Worcester, PA.

RevHealth, *Founding Partner (Managing Partner, Chief Creative Officer)*

2005 – 2013

Morristown, NJ

- Hired and mentored the creative department
- Responsible for overseeing all creative efforts, ensuring work was original, compelling, produced within budget, and delivered on time
- Contributed to 100+ agency growth
- Acquired new business

Saatchi & Saatchi Healthcare, *Managing Partner, EVP Creative Director*

2001 – 2005

Newtown, PA

- Rebuilt the entire creative department over a 6-month period
- Strengthened the agency's creative produce and won multiple industry awards
- Acquired new business
- Contributed to agency growth of over 70% in 3 years

Harrison & Star, *EVP Creative Director*

1997 – 2001

New York, NY

- Restructured the creative and production departments to increase efficiencies through critical staff evaluations, establishing new expectations, and mentoring new talent
- Ensured all creative work was on target, compelling, and original
- Pitched, won, and launched Copaxone, as well as Bayer Diagnostics and Flintstone Vitamins

Collegeville Advertising, *Managing Partner, Co-Founder* 1995 – 1997
Collegeville, PA

- Oversaw the entire creative department
 - Collaborated with account executives to ensure all creative was on strategy, delivered on time, and produced within budget
 - Mentored new creative personnel and lead creative responsibilities for all new business efforts
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30 West Advertising (Wyeth Ayerst's in-house agency), *Co-Founder/Creative Director* 1992 – 1995
Collegeville, PA

- Had previously managed all creative efforts for Wyeth's brands at Vicom/FCB and was asked by the VP of Sales and Marketing to create an in-house agency for Wyeth along with 2 other individuals
 - Awarded the women's health franchise
 - Grew agency to 40+ employees within the first year
 - Managed creative department and ensured all work was of the highest standard strategically and creatively
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Vicom/FCB, *Senior VP, Creative Director* 1989 – 1992
New York, NY and Philadelphia, PA

- Built and mentored a strong art and production art department in both city offices
 - Launched both Zocor (Merck) and Norplant (Wyeth) the same year
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Klemptner Advertising, *VP, Group Creative Director* 1985 – 1989
New York, NY

- Managed the art and production departments for 50% of the agency's business
 - Maintained a high standard of the creative product
 - Launched Rogaine and Pravachol
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Thomas Ferguson Associates, *Assoc. Creative Director* 1982 – 1985
New York, NY

- Oversaw art and production departments and created materials for all Warner Lambert OTC brands
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McCaffrey & McCall, *Art Director* 1981 – 1982
New York, NY

- Created print materials for ABC TV, AVIS and Mercedes Benz
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Rolf Werner Rosenthal, Jr. *Art Director* 1980 – 1981
New York, NY

- Worked in studio as mechanical artist and assisted various ADs
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Education

School of Visual Arts

New York, NY

- BS degree, double major: Advertising and Graphic Design.
- Graduated with honors

References available upon request.